



TO: M. A. Young
FROM: D. L. Bomgardner
DATE: November 20, 1997
SUBJECT: Summary of Day on Trade 11/12/97

Attached are my comments from the day I spent on the trade with Division Manager S. C. Grossberg. Your people have gotten the SALEM campaign off to a fantastic start. The trade reflects balance and solid focus against product availability, presence and promotion.

Please contact me if you have any questions.

ccd

Attachments

c: D. W. Shouse
Y. L. Willard
C. A. Coyle
D. L. Wilmesher

51851 9350